

## Critical Discourse Analysis of Taglines of Pakistani Clothing Brands

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### Abstract

*In this modern and progressing age where people tend to embrace and live luxurious life, use of brands and their obsession has increased among common the masses. This article deals with the critical discourse analysis of taglines of famous and chosen Pakistani clothing brands using three dimensional Fairclough model. It unpacks various strategies and linguistics choices embedded in the commercial clothing taglines. This works written with the qualitative approach, following descriptive method. Data was taken from official and verified accounts of brands. Results show in depth analysis of taglines. In conclusion, analysis shows that taglines make difference in terms of popularity and sales of clothes on the basis of the projected ideologies and linguistics elements.*

**Keywords:** Critical discourse analysis, Fairclough model, taglines of clothing

### Introduction

A tagline is a short, significant piece of writing that concisely and openly communicates the brand's idea. This short writing acts as the brand's motto and builds brand traits, which helps to set the brand's positioning in stock exchange.

There is no disagreeing that taglines are a very fundamental part of a brands as many famous brands are even recognised by their taglines and their position and business is affected by their tagline. The tagline is a strong idea that catches the audience by its words and gets implant their mind. It communicates the brand traits to the consumers in smooth conversation and if it works out right, communicates the overall benefit of what is presented to bureaucracy.

Taglines are short, catchy phrases that are used to promote a product or service. In the context of Critical Discourse Analysis (CDA), taglines can be helpful in understanding the underlying ideologies and power structures that are present in a text. Taglines are often used in advertising to create a memorable and positive association with a product or service. By analyzing the taglines used in a text, analysts can gain insight into the values and beliefs that are being promoted. A tagline that emphasizes the importance of diversity and inclusivity may be promoting a more positive and inclusive message.

This study falls under the domain of CDA in which text is analyzed to see how language is used to uncover underlying ideologies, beliefs that shape the understanding about the world. In critical analysis in the context of Pakistani clothing brands, CDA is used to analyze the taglines used in famous clothing brands. It helps to understand beliefs and values that are being promoted and how this special kind of language builds understanding about these brands among the audiences.

Furthermore, the study holds great significance in several ways. Firstly, it adds to the field of

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critical discourse analysis by applying the Fairclough model to analyze the taglines of Pakistani clothing brands. This gives a deeper insight to understand the language use in the context of branding and marketing. Secondly, the research provides insights into the strategies employed by these brands to communicate with their target audience, as it gives analysis of textual, discursive, and social dimensions of their taglines. This understanding can inform marketers and brand strategists in constructing more effective and impactful brand messages. Lastly, the research adds to the existing body of knowledge by using Fairclough's model in the context of brand statements. It helps to gain a deeper understanding of how linguistic devices used in the taglines shape consumer perceptions and contribute to brand positioning. Overall, this research has practical implications for the field of branding and marketing and contributes to the theoretical understanding of linguistic analysis in the context of brand communication.

However, there is research gap in the study because ten taglines in English language are taken as data sample. So, in future more data can be used for the analysis. Other models can be used as theoretical framework. Urdu taglines can be taken as a data sample. Last but not least, a comparative study of taglines of eastern and western brands can also be done.

### **Research Methodology**

This study qualitative in nature aims to do critical discourse analysis of taglines of famous clothing brands of Pakistan by the use of Fairclough's model. The aim is to see how taglines vary and what differences are there in terms of popularity and sales due to changes in taglines. What underlying ideologies, values are conveyed by the use of these taglines? Purposive sampling technique is used to select the taglines of famous clothing brands for their study. Purposive sampling is a non-probability sampling technique that allows researchers to select units based on their characteristics that match the research objectives. In this study, the researchers have selected the taglines of famous clothing brands that are representative of the Pakistani fashion industry. These brands also provide insights into the use of language in marketing and branding.

### **Research Objectives**

- i. To analyze how taglines vary and make differences in terms of popularity and sales of clothes.
- ii. To uncover the underlying ideologies and values conveyed with taglines in Pakistani clothing brands.

### **Research Questions**

- i. How do varied taglines make differences in terms of popularity and sales of clothes?
- ii. What are the underlying ideologies and values conveyed with taglines in Pakistani clothing brands?

### **Literature Review**

Researchers have done vast research on clothing brands taglines but less is explored by using Fairclough 3D model. Therefore, this article is concerned how 3D Dimensions add to the exploration of the ideologies, facts and how taglines have impact on customers' perception.

A Study by Farrukh and Shehzad (2021) analyzes the persuasive power of brand taglines produced

by linguistic choices and rhetoric devices in Pakistani context. Data consists of thirty taglines of several brands gives stylistic analysis. The study discovers that when appropriate rhetorical features are combined with the effective social strategies, the consumers become enticed to purchase products or services advertised via taglines. The findings indicate that taglines do not go unnoticed and exert a significant amount of influence on the targeted community. It reflects that the clever use of language is instrumental for the target audience's attraction to taglines

Another study by Farrukh and Shehzad (2019) analyzes the genre of websites and how they are constructed to cater to their potential users. The paper also outlines how genre-based studies help in understanding the meaning-making processes prevalent in the minds of the creators of that genre.

A study by Khan and Malik (2019) employs the Fairclough model as a theoretical framework to conduct a comparative analysis of taglines in Pakistani clothing brands. Their study reveals how these taglines shape consumer perceptions and reinforce societal norms.

A Study by Ali (2013) examines the impact of branding on consumer buying behavior in the context of Pakistani youth. The study finds that branding has a significant impact on consumer buying behavior, and it is an essential factor in the decision-making process. A study by Rehman (2019) highlights the current state of sustainable fashion in Pakistan. The author argues that while there have been some attempts by local clothing brands to incorporate certain elements of sustainability into their business models, Pakistani fashion still has a long way to go before the fashion industry endeavors to shift towards eco-friendly, fair and ethical practices. Besides, Zeb, Rashid, and Javeed (2011) find significant consumer interest in clothing brands of Pakistan. Considering this consumer behavior, the way the e-commerce websites are strategically structured to achieve diverse demands of the users can be investigated. Accordingly, the current genre-based investigation explores, and delimits itself to, an e-commerce website of a Pakistani clothing brand, named 'Khaadi'. The selected clothing retail brand 'Khaadi', launched in 1998, started its e-commerce website in the year 2014, and has been consistently managing its local and international purchases through this medium (Kazmi, 2017), since that time. Furthermore, Rafiq and Abbasi (2016), explore the attitudes of consumers towards different Pakistani clothing brands, the results show the participants exhibited a highly positive attitude towards 'Khaadi' and its products.

A tagline is often used within the medium of advertisement (Zuliana, Tanjung, & Ardi, 2010). These are the catchy phrases, or the set of words associated or linked to the brands. It is a significant aspect in the field of advertisement and could be thought of as the part of a campaign that has a key role in the lives of people (Tanjung & Hudrasyah, 2019). It can draw both attention as well as time by motivating or encouraging the customers to support a brand. The main purpose of the taglines or brand slogans is to promote a product or any service. Markman (2010) highlights that the actual purpose of advertisement by any means, according to our ordinary perception is related or linked to inciting the target audience about a thing that needs to be sold.

Several scholars including Kohli et al. (2007) and Eisenhart & Johnstone (2012) highlight the usage of several rhetorical devices within advertising taglines such as capitalization, assonance, alliteration, rhyme, metaphor, wordplay, and multiple other aspects that come under the stylistics analysis.

After highlighting a brief literature review on the topic, it is noted that clothing taglines in the Pakistani context need more work to explore various perspectives. It is urgency to probe the ideologies and linguistic choices in the clothing taglines. With the intension to fill up this research gap, the researchers meticulously analyse the linguistic, discursive, and social perspectives invested in the commercial clothing taglines.

### **Theoretical Framework**

CDA, critical discourse analysis, is an interdisciplinary approach and gives comprehensive understanding how language is used in different social contexts. It says that language is not neutral nor just set of grammatical rules or just means of communication but a social practice. It shapes social structures, cultural values and power relations to understand the use of language. There is not only need to study linguistic concepts but also social and cultural contexts. It helps to uncover underlying facts, ideologies and concepts. CDA is useful in analysing the taglines of brands because it allows us to uncover the underlying ideologies and power dynamics embedded in these short and catchy phrases. By applying CDA, one can examine how taglines reinforce or challenge social norms, values, and inequalities. It helps us understand the persuasive strategies used by brands and the impact of their messaging on society.

Fairclough's model is used in this study. It shows how language works in different social contexts to construct meanings and exercise power. There are three dimensions of this model. (1)Textual Dimension (2)Discursive Dimension (3)Social Dimension. Textual dimension aims to analyse written or spoken text. Analysis of structural, grammatical and lexical features and linguistic elements. Discursive dimension sees discourse as lens. Discourse as building blocks. Discourse as mirror and hammer. Social Dimension concerns with exploration of broader social, cultural and historical events. Language is not used in isolation but is embedded in social norms, ideologies and realities, it shapes and shaped by social, cultural and historical events.

### **Sample of Data**

Here are the ten Pakistani clothing brands taglines with 3D analysis by using Fairclough's model

1. "Unleash your inner diva" - Khaadi
2. "Embrace elegance, embrace Gul Ahmed" - Gul Ahmed
3. "Be bold, be beautiful" - Sapphire
4. "Fashion that speaks for itself" - Alkaram Studio
5. "Experience timeless grace" - Nishat Linen
6. "Where fashion meets comfort" - Bareeze
7. "Celebrate your individuality" - Generation
8. "Dress to impress" - Sana Safinaz
9. "Elevate your style game" - Maria B.
10. "Discover the art of fashion" - Élan

## Data Analysis

### Unleash your inner diva-khaadi

In textual analysis, the tagline "Unleash your inner diva" encourages individuals to embrace and express their inner confidence and uniqueness. It uses the metaphor of a "diva" to convey empowerment and self-expression. The word "unleash" suggests breaking free from societal norms and embracing one's true self. This tagline has persuasive language and inclusive style to involve the audience and to inspire to embrace their individuality and shine brightly. In discursive analysis, this tagline is acting as building block as well as hammer as it is building the concept of breaking free from societal norms and old ways. In social dimension, it shows the cultural shift towards celebrating diversity and breaking traditional norms. By encouraging people to be their authentic selves, it promotes inclusivity and self-confidence.

### Embrace elegance, embrace Gul Ahmed - Gul Ahmed

In textual analysis this tagline "Embrace elegance, embrace Gul Ahmed" encourages individuals to embrace both elegance and the brand Gul Ahmed. It uses persuasive language to evoke a sense of sophistication and style associated with elegance. The repetition of the word "embrace" emphasizes the invitation to adopt these qualities. Gul Ahmed as name of brand is a proper noun here. There is also the use of coma. In discursive dimension, tagline is acting as building block to build the idea of embracing the elegance. It aims to appeal to individuals who value elegance and desire to align themselves with the brand's image. In the social dimension, tagline reflects the broader cultural value of elegance and sophistication. It inspires the society to desire for aesthetics and to associate with the brands to elevate social status.

### Be bold, be beautiful - Sapphire

In textual dimension "Be bold, be beautiful" is a tagline that uses concise and impactful language to encourage individuals to embrace their boldness and beauty. The sentence is declarative and tone is authoritative. There is use of imperative verb. In terms of the textual dimension, there is use of adjectives bold and beautiful and coma. In the discursive dimension, the tagline is building the concept to be beautiful in a bold way or be bold in a beautiful way and embrace the uniqueness and beauty. Also discourse in the tagline is acting as hammer as it is breaking traditional beauty standards. In the social dimension, the tagline shows shift towards celebrating diversity. It promotes inclusivity and self-acceptance by encouraging individuals to define their own version of beauty.

### Fashion that speaks for itself - Alkaram Studio

In textual dimension this tagline "Fashion that speaks for itself" conveys the idea of fashion making a statement without the need for words. In terms of the textual dimension, it emphasizes the power of fashion to communicate and express oneself through style. The sentence is declarative in its nature. For here is used as preposition and itself is reflexive pronoun. In the discursive dimension, the tagline is building the concept to prioritizes self-expression and individuality. It suggests that the fashion offered by the brand is unique and distinctive. It allows individuals to showcase their personality and make a statement through their clothing choices.

### Experience timeless grace - Nishat Linen

In textual dimension the tagline "Experience timeless grace" invites the individuals to experience the grace that transcends time. Experience and grace here are nouns, timeless is adjective. The sentence is declarative. In the discursive dimension, tagline is building the ideology of timelessness through this statement. It suggests that by experiencing this grace, individuals can feel a sense of timelessness and elevate their own style and presence. In the social dimension, tagline draws importance on the concept of timeless grace in the society rather than being swayed by fleeting trends.

### **Where fashion meets comfort - Bareeze**

In textual dimension, this tagline "Where fashion meets comfort" highlights the perfect balance between style and ease. Where is used as Adverb of place. Tense is simple present and sentence is declarative in nature. In the discursive dimension, the discourse is building the ideology of fashion, which has comfort in it. It suggests that individuals can look fashionable without sacrificing their comfort and well-being. In the social dimension, this tagline aligns with the cultural value of seeking fashion choices that are not only trendy but also practical. It reflects the societal trend of valuing comfort and functionality in clothing, while still wanting to look stylish and put-together.

### **Celebrate your individuality-Generation**

In textual dimension the tagline "Celebrate your individuality" encourages individuals to embrace and express their unique qualities with positive and encouraging tone with inclusive statement. In the discursive dimension, the ideology to value and support ones individuality is build by making confident choices. In the social dimension, this tagline aligns with the cultural value of valuing diversity and embracing individual differences. It reflects the societal trend of encouraging self-expression and promoting inclusivity.

### **Dress to impress- Sana Safinaz**

In textual dimension, the tagline "Dress to impress" has concise and impactful language to convey the idea of dressing stylishly to make a lasting impression. There is use of to-infinitive. Impress is adjective. The tone is positive, encouraging. In discursive dimension, the discourse constructs the ideology of impressing through dressing for self-expression and confidence. In social dimension, the tagline reflects societal expectations of dressing well to create a positive impression, highlighting the influence of fashion on social interactions.

### **Elevate your style game - Maria B.**

In textual dimension the tagline "Elevate your style game" tagline uses dynamic language to encourage individuals to enhance their fashion sense and elevate their personal style. The sentence is in positive and encouraging tone with sense of inclusivity. The pronoun *Your* is second person pronoun. In discursive dimension, It constructs the discourse of fashion as a game or competition, emphasizing the importance of staying ahead in the style game and showcasing one's unique fashion choices. In social dimension, tagline reflects the social aspect of fashion, suggesting that by elevating their style, individuals can gain recognition, admiration, and a sense of belonging within their social circles.

### **Discover the art of fashion - Élan**

In textual dimension the tagline "Discover the art of fashion" tagline uses evocative language to convey the idea of fashion as an artistic expression and invites individuals to explore and uncover the beauty of fashion. The tone is positive, encouraging. There is use of article 'the' and of is preposition. In discursive dimension, It constructs the discourse of fashion as an art form, highlighting the creativity, craftsmanship, and aesthetic appeal associated with fashion. In social dimension, the tagline shows the the social aspect of fashion, suggesting that by engaging with the art of fashion, individuals can express their unique style, make a statement, and connect with others who appreciate fashion as an art form.

### **Implications**

The implications of findings are significant for understanding the branding strategies of Pakistani clothing brands. By analyzing the taglines through the Fairclough model, one can gain insights into how these brands communicate with their target audience and shape consumer perceptions. This understanding can help marketers and brand strategists in crafting effective and impactful taglines that resonate with consumers. Additionally, this research contributes to the field of critical discourse analysis by showcasing its application in the context of branding and marketing. It highlights the importance of considering the textual, discursive, and social dimensions of taglines in order to create a comprehensive and compelling brand message. Overall, the findings provide valuable insights for both practitioners and researchers in the field of branding and marketing.

### **Findings and Conclusion**

In this research, Fairclough model is used to analyze the taglines of Pakistani clothing brands. Through this analysis, the researchers identified the textual, discursive, and social dimensions of these taglines. For example, in the case of the tagline "Unleash your inner diva," it is found that it had a strong textual emphasis on empowerment and self-expression. Discursively, it positioned the brand as a catalyst for unleashing one's confidence and individuality. Socially, it tapped into the desire for women to feel empowered and embrace their inner diva in a society that values traditional gender roles.

Similarly, in the case of the tagline "Where fashion meets comfort," it is observed how it highlighted the balance between style and comfort, catering to the needs and preferences of the target audience. This tagline had both textual and discursive dimensions, emphasizing the brand's commitment to providing fashionable clothing that doesn't compromise on comfort. Socially, it resonated with consumers who value both style and practicality in their fashion choices. In analyzing the tagline "Dress to impress" by Sana Safinaz, the researchers found that it had a strong textual focus on creating a lasting impression through clothing choices. Discursively, it positioned the brand as a provider of stylish and sophisticated attire that helps individuals make a statement. Socially, it tapped into the desire for individuals to be noticed and admired for their fashion choices.

Overall, this research revealed how the Fairclough model can be effectively applied to analyze the taglines of Pakistani clothing brands, shedding light on their textual, discursive, and social dimensions. These findings contribute to a better understanding of the branding strategies employed by these brands and the ways in which they communicate with their target audience.

In conclusion, by the analysis of taglines of different clothing brands it is seen that taglines,

concepts and ideologies varied and conveyed different meanings which made a difference in terms of popularity and sales of clothes as well as different thinking and mind sets of customers. Some brands' taglines give western feel and some give eastern feel, which shapes thinking of this sort. Analysis of taglines gives deep insight how thinking of individuals differs due to which taglines differ. This leads to difference in sale and popularity; furthermore, researchers can do CDA of more clothing brands' taglines as well as footwear, cosmetics and so on.

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